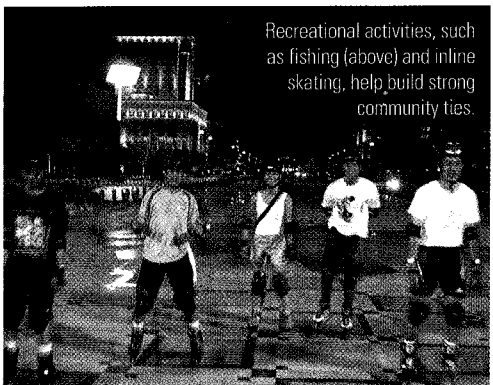


VIBRANT LIVING

With its natural beauty and a buzz of activities, Putrajaya has much to offer for residents and visitors alike.

PIX BY PJH



Recreational activities, such as fishing (above) and inline skating, help build strong community ties.

For all its cutting-edge technology and magnificent infrastructure, Putrajaya's people are its biggest assets as a sense of community is the heartbeat of every city. Thus, with balanced and holistic development, the city boasts a unique lifestyle revolving around a strong relationship between Man and his Creator; Man and his Environment; and Man and his Fellow Men.

This is translated into its masterplan, which designates about 40% of Putrajaya as green areas, with a view of developing with the natural topography. 'Tun Dr Mahathir was deliberate not to build the city along grid lines,' says former Putrajaya Holdings Sdn Bhd (PJH) chairman Tan Sri Abdul Rashid Hussain. 'He often said that Mother Nature does not run in straight lines, so the city was built along the contours of the land, hence the beauty of Putrajaya today.'

Residents get to enjoy ample public parks and open spaces, beautiful gardens, well-connected pedestrian walkways (even for the physically challenged), cycle ways, state-of-the-art schools, advanced medical facilities and sports facilities. 'The planning of Putrajaya entails going back to the basics

of good town planning,' says Perbadanan Putrajaya President Tan Sri Samsudin Osman. 'The result is a well-planned town with quality urban living in mind.'

One unique feature the city council has introduced is the permeable fencing concept that encourages low fencing. This helps to increase community interaction at the neighbourhood level, fosters higher spirit of neighbourliness among residents and builds a sense of community and identity in residents.

To put it plainly, the city is built to create a relaxing and peaceful living environment that is in harmony with the environment, a new concept for Malaysian cities. Samsudin says Putrajaya provides an environment conducive to quality living and where community participation and social interaction helps to improve everyday lives.

Today, not only has Putrajaya become a new growth area for residential, office and retail spaces, it is also a growing hub for sporting and recreational activities. A variety of events are frequently organised to inject life and vibrancy to the community, from Sunday flea markets to Food and Fruits Festivals, *Burung Merbuk* singing competitions to fishing competitions, annual treasure hunts and Federal Territory Day celebrations, which include activities such as Cyclefest Boulevard and *Pesta Aneka Budaya* (Cultural Festival).

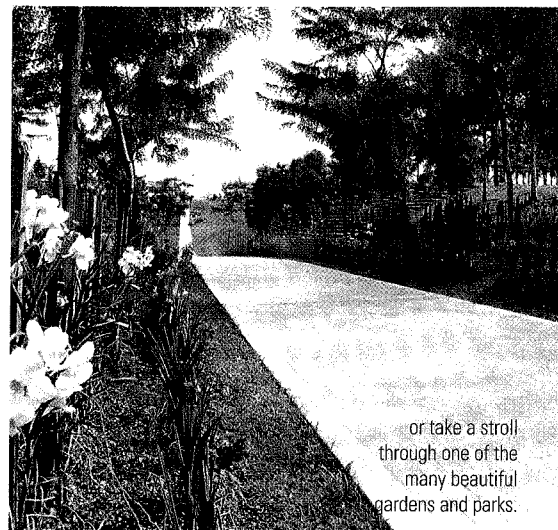
Putrajaya is also fast establishing itself as Malaysia's leading international canoeing championship venue, Samsudin adds. More than 800 rowers came for the 12km canoe marathon during the



An emerging international canoeing championship venue.



See Putrajaya's landmarks from Putrajaya Lake on a variety of vessels, such as the Dondang Sayang Perahu (picture) or air-conditioned cruise boats ...



or take a stroll through one of the many beautiful gardens and parks.

Putrajaya Canoe Carnival last year.

That same year, Putrajaya also played host for the Formula 1 Powerboat World Championship Malaysian Grand Prix, which saw 12 teams participating with pilots hailing from the United States, Italy, France, Saudi Arabia, the United Arab Emirates, Denmark, United Kingdom, Australia, Sweden and Malaysia. The Malaysian Powerboat GP is the eighth in the 11-leg championship, which attracted 150,000 spectators. This international event, previously held in Precinct 8, is expected to move to Precinct 5 when the maritime centre is completed by end-2005.

In conjunction with its 10th Anniversary this year, the first-ever Putrajaya Half Marathon will be organised on Sept 11, 2005, where participants get to enjoy the beauty of Putrajaya while competing for RM150,000 worth of cash prizes. Come 2006, this event will be a full marathon.

All these contribute to the city's efforts to position itself as a premier tourist destination. After all, tourism is big business, the second biggest exchange earner for Malaysia, after exports, with some RM30 billion inflow of foreign currency in 2004. With its wealth of natural treasures and splendid sights, Putrajaya has seen a healthy increase in foreign tourist arrivals, from just over 50,000 in 2000 to more than 400,000 in 2004.

PjH chief executive officer Datuk Ir Mohamad Othman Zainal Azim says the developer is planning to build an upscale health retreat along the city's waterfront to tap into the booming health industry, while plans are underway to further capitalise on the growing eco-tourism industry in Putrajaya.

After all, Putrajaya's parks are a haven for the senses. The Putrajaya Botanical Garden serves as a national sanctuary for the Malaysian living collection of plant taxonomy; the Forest Park is a metropolitan recreational park showcasing urban forestry; while the Agricultural Heritage Park traces Malaysia's commercial agricultural development through the centuries. Vision Park is conceptualised as the principal Metropolitan Park; Putra Perdana Park, located at the highest point in Precinct 1, offers a stunning panoramic view of the city; while Putrajaya Wetland is the largest constructed freshwater wetland in the tropics.

The city council is also pushing forward on this front. 'Perbadanan is working closely with Tourism Malaysia and several trade and tour agencies in joint efforts to spur the tourism sector here,' says Samsudin. 'In addition, we have been actively promoting the city, locally and abroad through road shows, exposition and talks to foreign tourists.' **mb**

WHAT'S HAPPENING AT PUTRAJAYA

Putrajaya Canoe Carnival 2005

Aug 25, 2005

Putrajaya 'Pekan Sehari'

Aug 28 - 31, 2005

Asean Canoe Championship

Sept 5 - 8, 2005

Fishing Competition

Sept 10, 2005

Putrajaya Half Marathon 2005

www.putrajayahalf.com

Sept 11, 2005



Putrajaya Half Marathon organising chairman, Hamdan Ahammu (third from left), who is also PjH's general manager of corporate affairs, with Run sponsors, comprising Milo, Bata-Power and 100 Plus.